# The Greater Tulsa

## Now Covers Over 1,200 Square Miles

The above map portrays in a graphic form, the tremendous territory which the concrete roads have linked-up into "The Greater Tulsa." Tulsa is only about 30 minutes by paved road, from the farthest town in a radius of 20 miles.

Every morning by 6—before breakfast—the Tulsa World is delivered directly to the front doors of the thousands of suburban subscribers. They enjoy the same carrier delivery service as Tulsans. They read The World at the breakfast table, and can hop into their cars or aboard the busses and be at the door of your store by the time it opens in the morning.

Think what these paved roads mean to the folks of the Greater Tulsa, who wish to shop in Tulsa! Think what these paved roads mean to Tulsa merchants!

The Tulsa World is the powerful medium which carries the buying impulses of Tulsa merchants throughout this vast territory—the richest market per capita and the most densely populated section in Oklahoma.

Wise merchants are planning larger and more aggressive advertising campaigns in the Tulsa World than ever before. They KNOW that The World dominates this territory, and produces extraordinary results with unfailing regularity.

# TULSA DAILY WORLD

## Oklahoma's Greatest Newspaper